

LES MILLS+

THE ONLINE FITNESS SOLUTION



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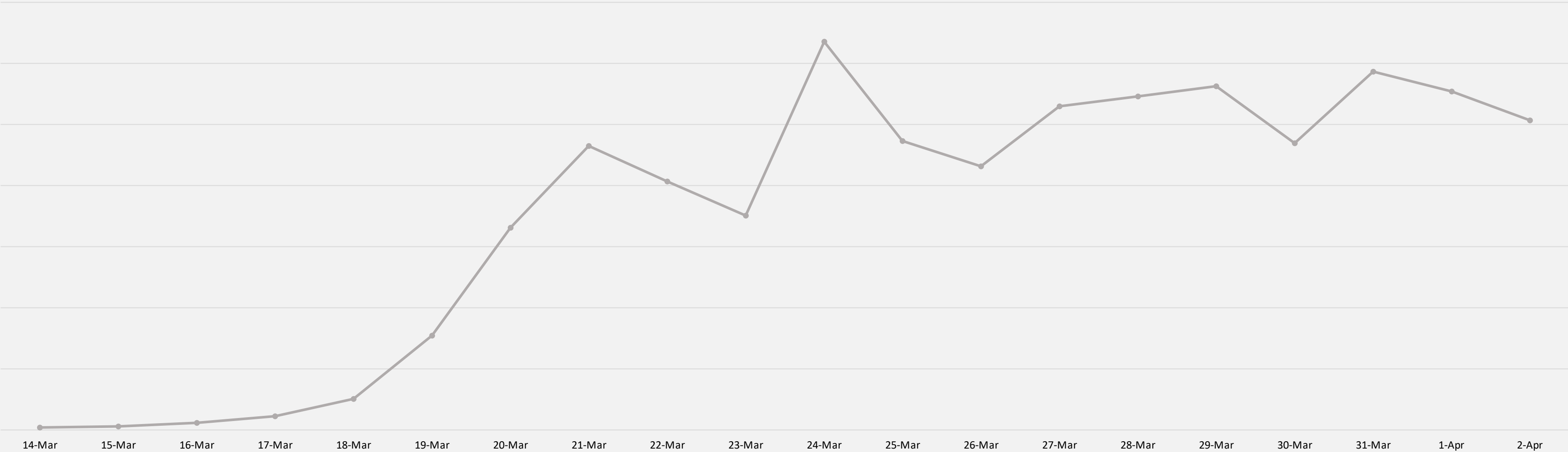
THE DIGITAL FITNESS BOOM

In 2020, demand for digital fitness experiences accelerated due to COVID-19.

LES MILLS+ digital fitness platform has seen an **806%** increase in sign-ups since January.

TRAILISTS SINCE COVID-19 GYM CLOSURES

LES MILLS+ TRIALISTS FROM CLUB ACCOUNTS



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**YOU ARE NOW FACED WITH THE
CHALLENGE TO RETAIN MEMBERS
FROM DIGITAL-FIRST BRANDS**

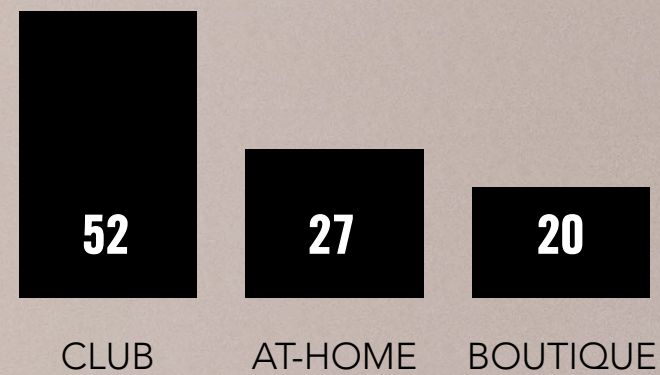
iPhone

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DID YOU KNOW?

AT-HOME IS THE 2ND MOST POPULAR LOCATION FOR GROUP WORKOUTS, BEATING BOUTIQUES

Where exercisers participate in GX (%)



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ON DEMAND FITNESS IS ALREADY PART OF MOST MEMBERS' EXERCISE ROUTINE



85% of gym members who
do not work out at home



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**NOW IS THE TIME TO GAIN
YOUR SHARE OF THE DIGITAL
FITNESS DOLLAR**



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INTEGRATING LES MILLS+



**24/7 TIMETABLE,
ALL LES MILLS PROGRAMS**



**\$10M
OF CONTENT**



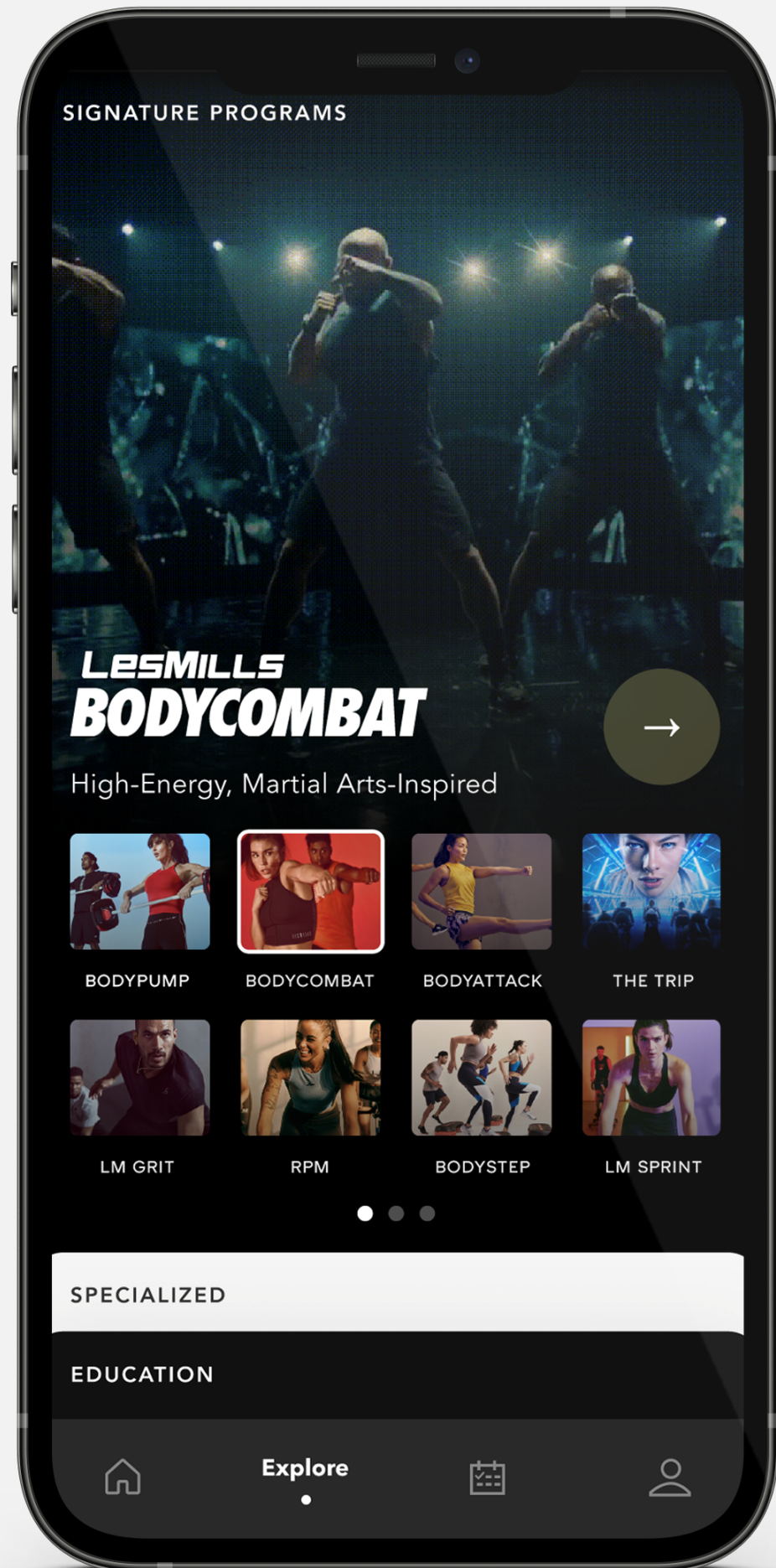
**IMPROVE
CLUB ON-BOARDING**



**IMPROVE
RETENTION**



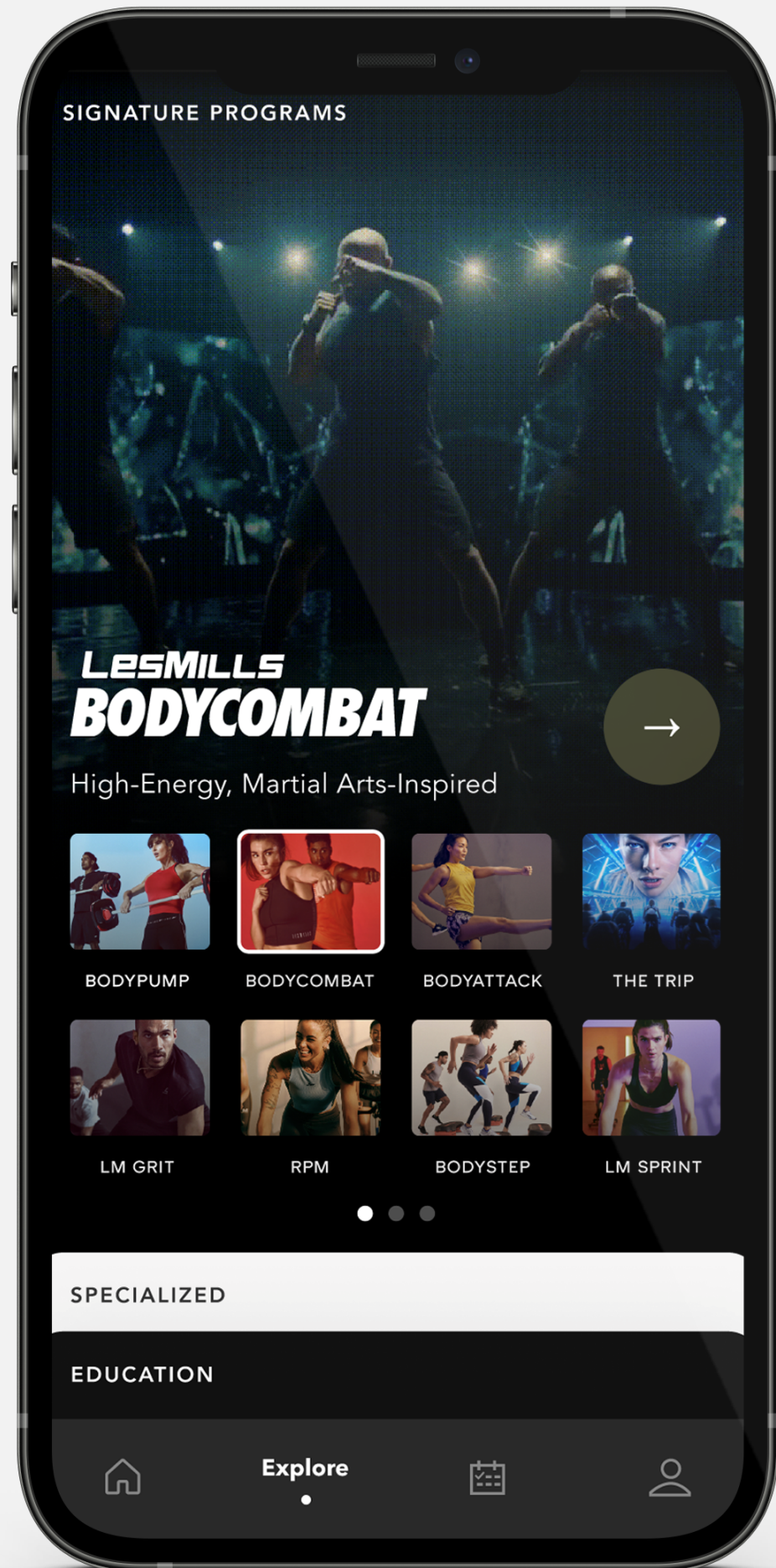
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WHAT IS LES MILLS+

- LES MILLS+ is an online fitness solution providing unlimited access to 900+ world-leading workouts.
- With LES MILLS+ members never have to miss a workout. Members can stream their favorite workouts anytime, anywhere – at home, in the gym, at work or on holiday.
- LES MILLS+ opens up access to a full suite of LES MILLS programs. The growing library has new content added each month.
- Club members get an exclusive discount off the regular monthly subscription price.

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MOTIVATION ON LES MILLS+

LES MILLS+ enables:

- Exercisers enjoy world-leading workouts in the comfort and convenience of their own home.
- Featuring the freshest music and best presenters on the planet. Each workout is scientifically-designed to be fun and effective — ideal for at-home exercise.

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WHATEVER YOU LIKE. WHEREVER YOU LIKE.

- LES MILLS+ subscription delivers unlimited access to a library of over 1000+ workouts across 13 programs, including strength, cardio, HIIT, dance, flexibility, and more.
- Workouts range from 5 to 55 minutes — new options added every few weeks.
- LESMILLS+ provides a variety of scientifically-designed workout plans to help members of all levels get the most from their exercise regime.





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LES MILLS+ AFFILIATE PARTNERSHIPS



LES MILLS+

LES MILLS+ THE IDEAL CLUB PARTNER

HOME FITNESS SOLUTION DESIGNED FOR YOUR MEMBERS

- Huge library of scientifically-designed workouts.
- Online customized versions of the most popular fitness classes taught in 20,000+ clubs worldwide.
- The highest quality workouts, instructors and filming production.
- Continuously updated, powered by the latest in exercise science.
- Every major genre of group exercise training covered.
- Delivered via almost every major device and platform.

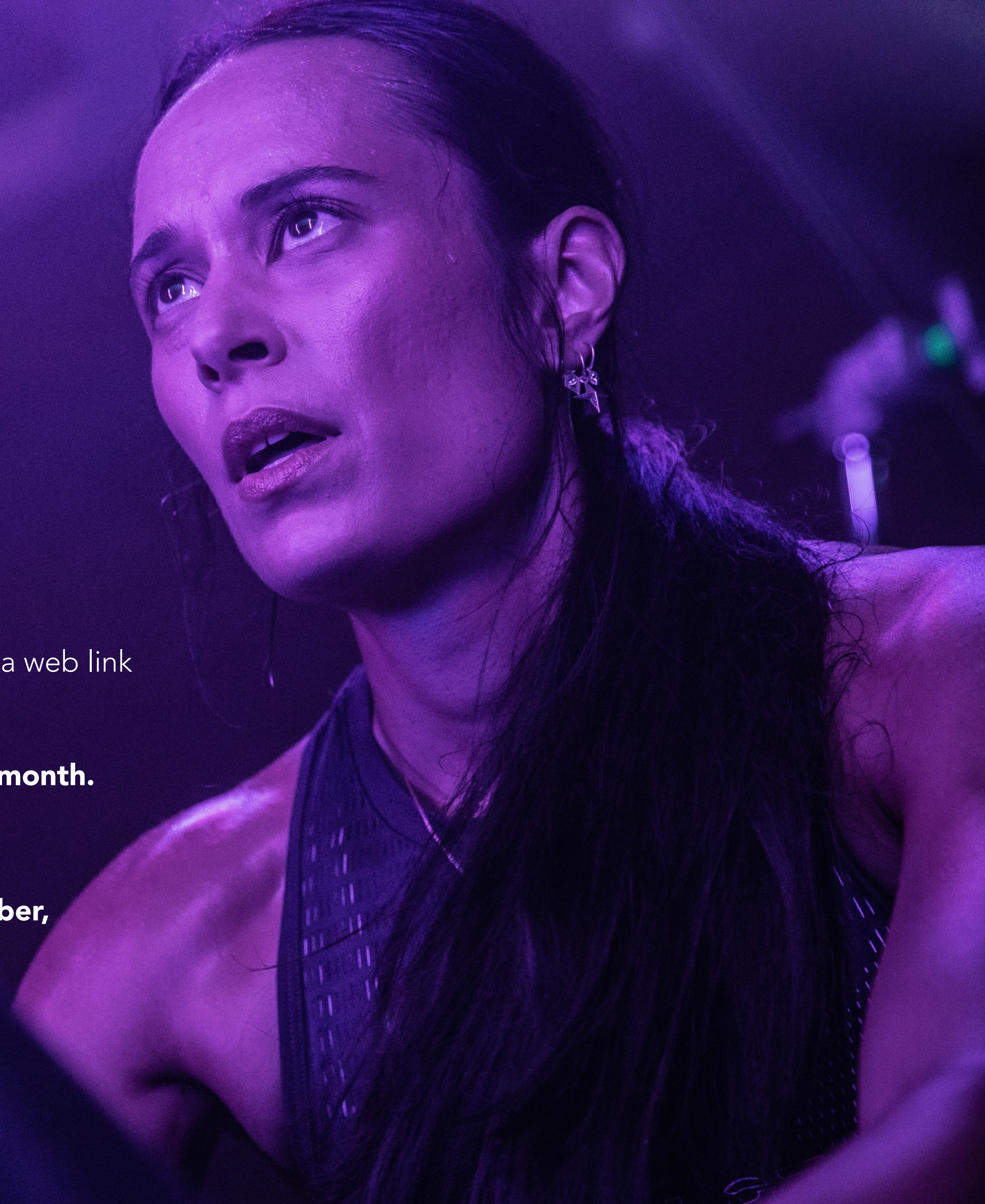
THE ONLY PLATFORM DESIGNED TO INTEGRATE AND SERVICE THE CLUB MARKET

- Turn-key technical and business models.
- Zero risk, zero investment.
- The only solution designed to drive people to you, not away.

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AFFILIATE PARTNERSHIP OVERVIEW

- No cost to partner — low touch.
- As easy as encouraging your network to join LES MILLS+ by promoting a web link on your Facebook page, website and/or email.
- Members pay discounted rate instead of the retail price of **\$14.99 per month.**
- Simply collect a commission on referrals online.
- You receive a revenue share on all paid referrals up to **20% per subscriber, per month.**



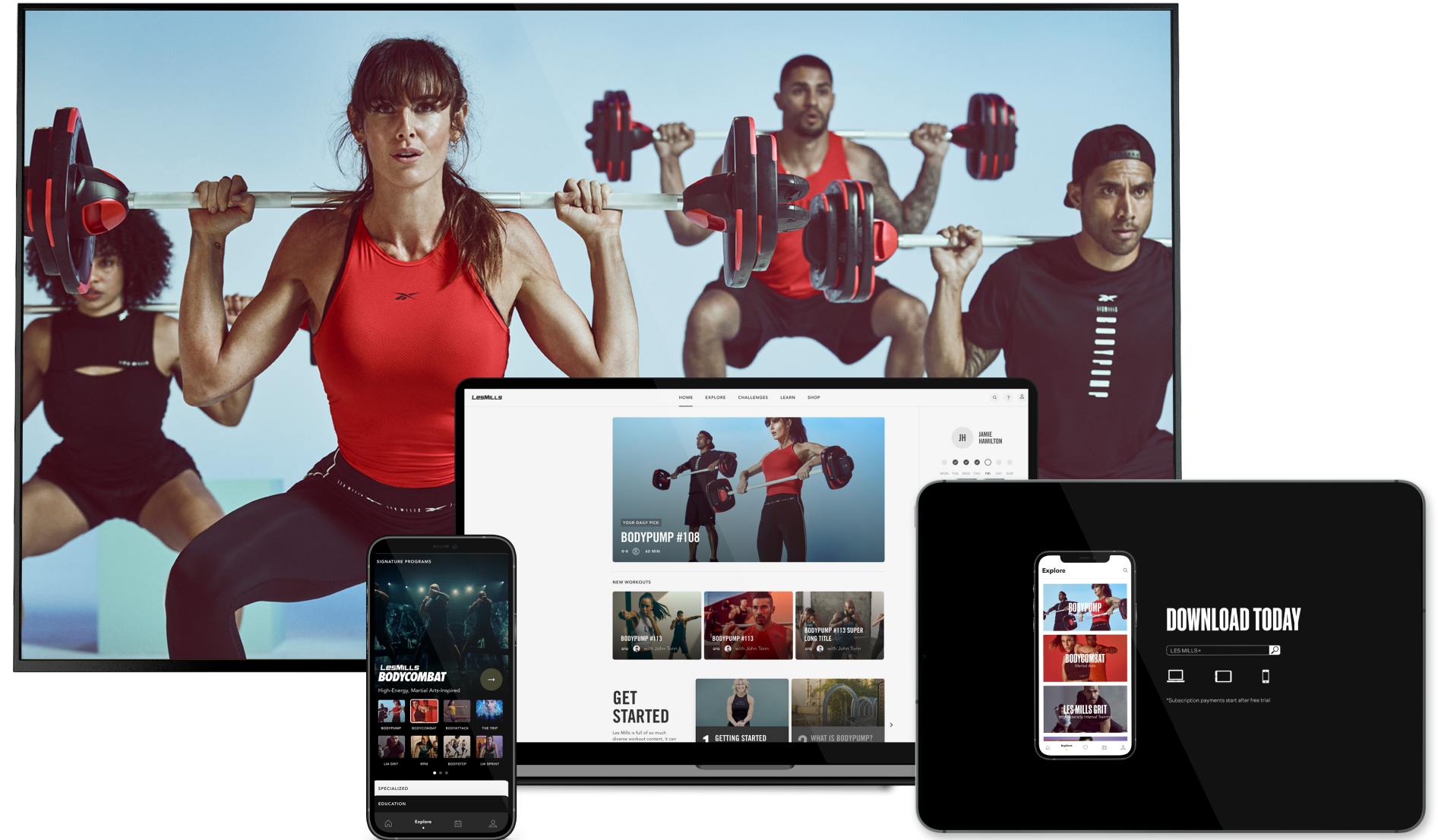
LES MILLS+

1000+ ONLINE VIDEOS FOR MEMBERS

With LES MILLS+ you can stream a wide variety of workout videos from all your devices

Broadcast workouts to Apple TV from Apple devices, Chromecast from your computer and Android devices. Search LES MILLS+ in each device's app store to find our app.

- Website
- Smartphones: iPhone, Android phone.
- Tablets: iPad, Android tablet, Kindle fire tablets.



- TV streaming services: Amazon Fire TV, Roku, Apple, TV4, Android TV, some Samsung Smart TVs.
- Gaming consoles: Xbox 360, Xbox One.

SIX WEEK BEGINNER WORKOUT PLAN

Designed for individuals who have not performed any planned exercise in the last 6 months, 2-4hours per week.

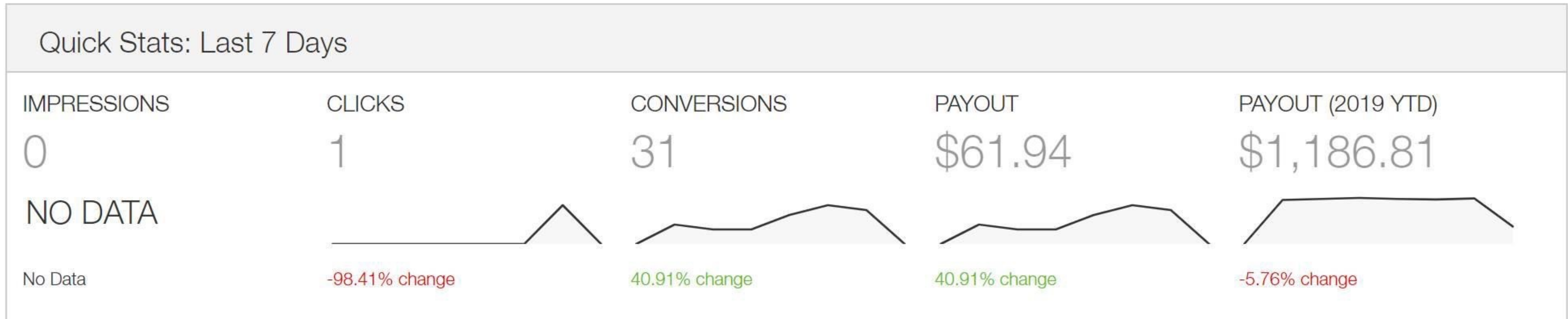
This workout plan is an entry level plan designed to help members incorporate a regular fitness regime into their schedule. Members will gain healthy habits, enhance heart and lung fitness, and learn LES MILLS programs. The plan begins with all sessions completed at home with a gradual transition into classes completed at local gym.

WORKOUT GUIDE		LES MILLS	
STARTING OUT			
TRAINING CATEGORIES	CARDIO	STRENGTH	CORE / FLEXIBILITY
	<p>Cardio exercise is great for burning calories and important for your heart health. Examples include climbing stairs, cycling, dancing, running, swimming and walking. Some LES MILLS programs you could consider are BODYATTACK™, BODYCOMBAT™, BODYSTEP™, RPM™ and SH'BAM™.</p>	<p>Strength training builds lean muscle and helps with long-term weight loss. As well as free weight and machine weight training, you should consider BODYPUMP™ and LES MILLS BARRE.</p>	<p>Core strength is critical for building a strong body to create the best platform for all other exercise. Flexibility reduces chances of injury, increases mobility and improves your posture.</p> <p>Some great Core/Flexibility workouts to consider are CXWORX™, BODYBALANCE™/BODYFLOW™ ab exercises, pilates or stretching.</p>
WEEK 1	1 x 20mins	1 x 20mins	1 x 10mins
WEEK 2	2 x 20mins	1 x 30mins	1 x 20mins
WEEK 3	2 x 30mins	1 x 30mins 1 x 20mins	1 x 25mins
WEEK 4	2 x 35mins 1 x 20mins	1 x 60mins	1 x 40mins
WEEK 5	2 x 50mins 1 x 20mins	1 x 60mins 1 x 20mins	1 x 60mins
WEEK 6	2 x 60mins 1 x 30mins	1 x 60mins 1 x 40mins	1 x 60mins

YMCA GRAND RAPIDS

- My Account
- Dashboard
- OFFERS
- Browse/Search
- Live Offers
- Scheduled Changes
- REPORTS
- Performance Report
- Conversion Report
- Referral Report

Dashboard



Recent Notifications

Featured Offers

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PERFORMANCE DATA

SOURCE	CONVERSIONS	CLICKS	PAYOUT	CURRENCY	CURRENCY PAYOUT
Website	199	91	\$397.60	USD	\$397.60
Flyer	164	369	\$327.67	USD	\$327.67
Summer	162	1	\$323.68	USD	\$323.68
Facebook	30	8	\$59.94	USD	\$59.94
Twitter	19	1	\$37.96	USD	\$37.96
Email	14	58	\$27.97	USD	\$27.97

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MARKETING SUPPORT PACK



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MARKETING SUPPORT FOR YOUR CLUB

Affiliate launch pack

An easy step-by-step guide and assets to successfully launch LES MILLS+ to your members.

[DOWNLOAD ASSETS HERE](#)

By downloading these assets, you agree to the [usage terms and conditions](#)



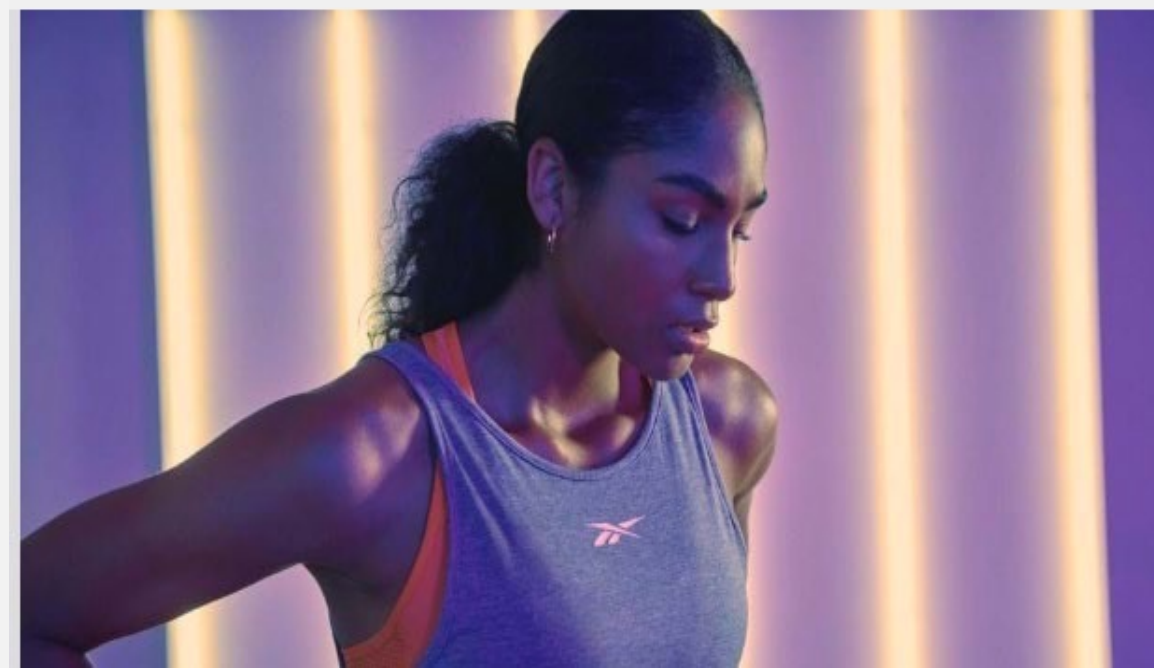
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CORONAVIRUS: WHY EXERCISE IS STILL ONE OF THE BEST MEDICINES

 by Finlay Macdonald



Fears of a Covid-19 coronavirus pandemic are a timely reminder that regular exercise as part of a healthy lifestyle is still one of our best defences.



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[View this email in your browser](#)

LES MILLS



|IF:FNAME| Hello *|TITLE:FNAME|*, *|ELSE:|* Hello, *|END:IF|*

We know that staying fit and active is our best way to build a strong immune system and stay healthy. Not only that, regular physical activity is proven to combat stress and provide mental health benefits.

To enable you to keep active and continue working out at home, we would like to offer you a free online platform with a range of workouts.

FREE WORKOUTS

This platform offers 95 free workouts across 10 categories, from classic programs such as BODYPUMP and BODYCOMBAT, and keeping kids active in BORN TO MOVE, through to mindfulness exercises.

The site will remain active as long as the COVID-19 disruption continues.

Wishing you good health,

From the team at {insert club name}

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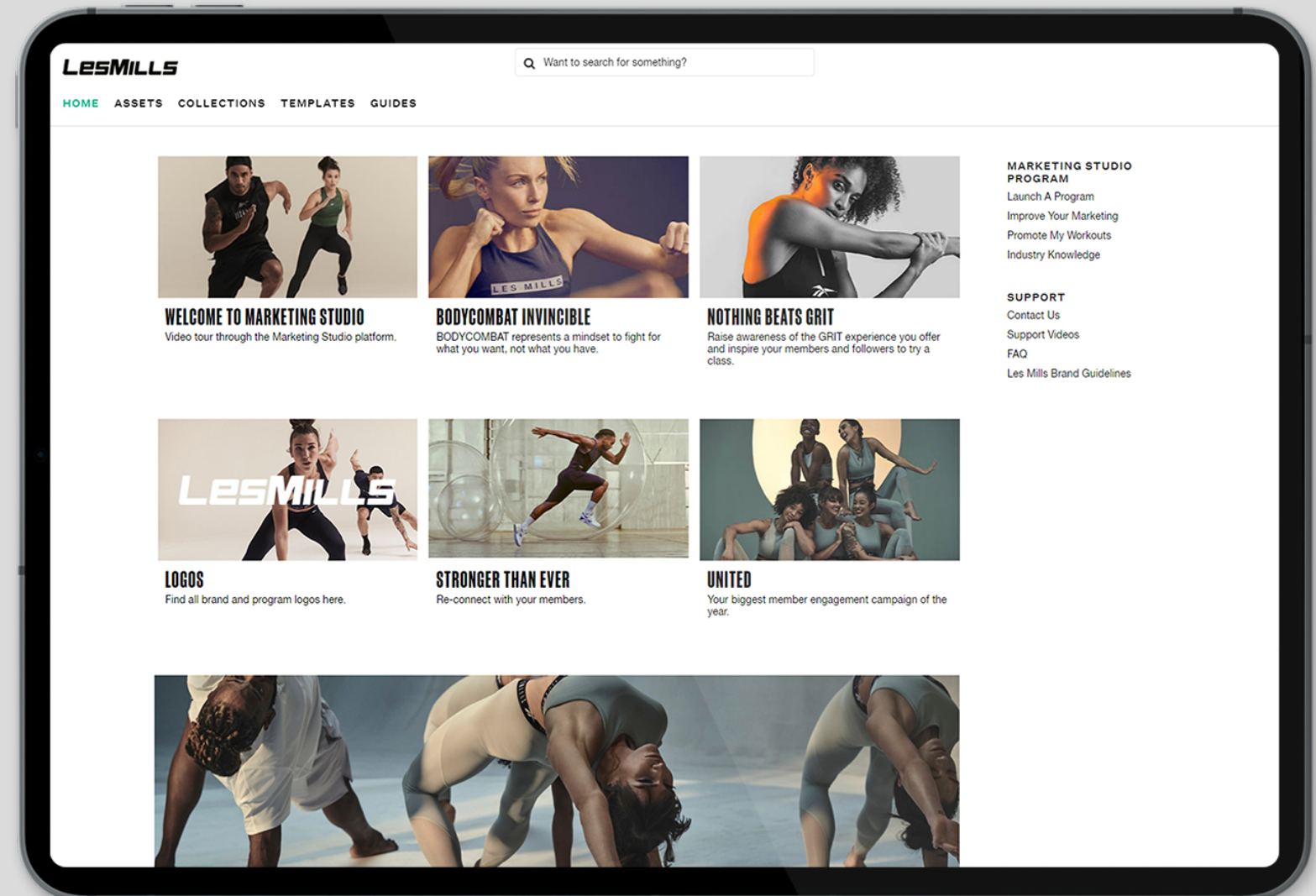
MARKETING SUPPORT FOR YOUR CLUB

Marketing toolkit

- **Continuously engage and connect with your members to promote LES MILLS+ through your marketing channels**
- **As a club partner you have access to our full Marketing toolkit for LES MILLS+ assets via Brand Central**
- **You can utilize these resources to reach your club members through email marketing, social media and your website.**

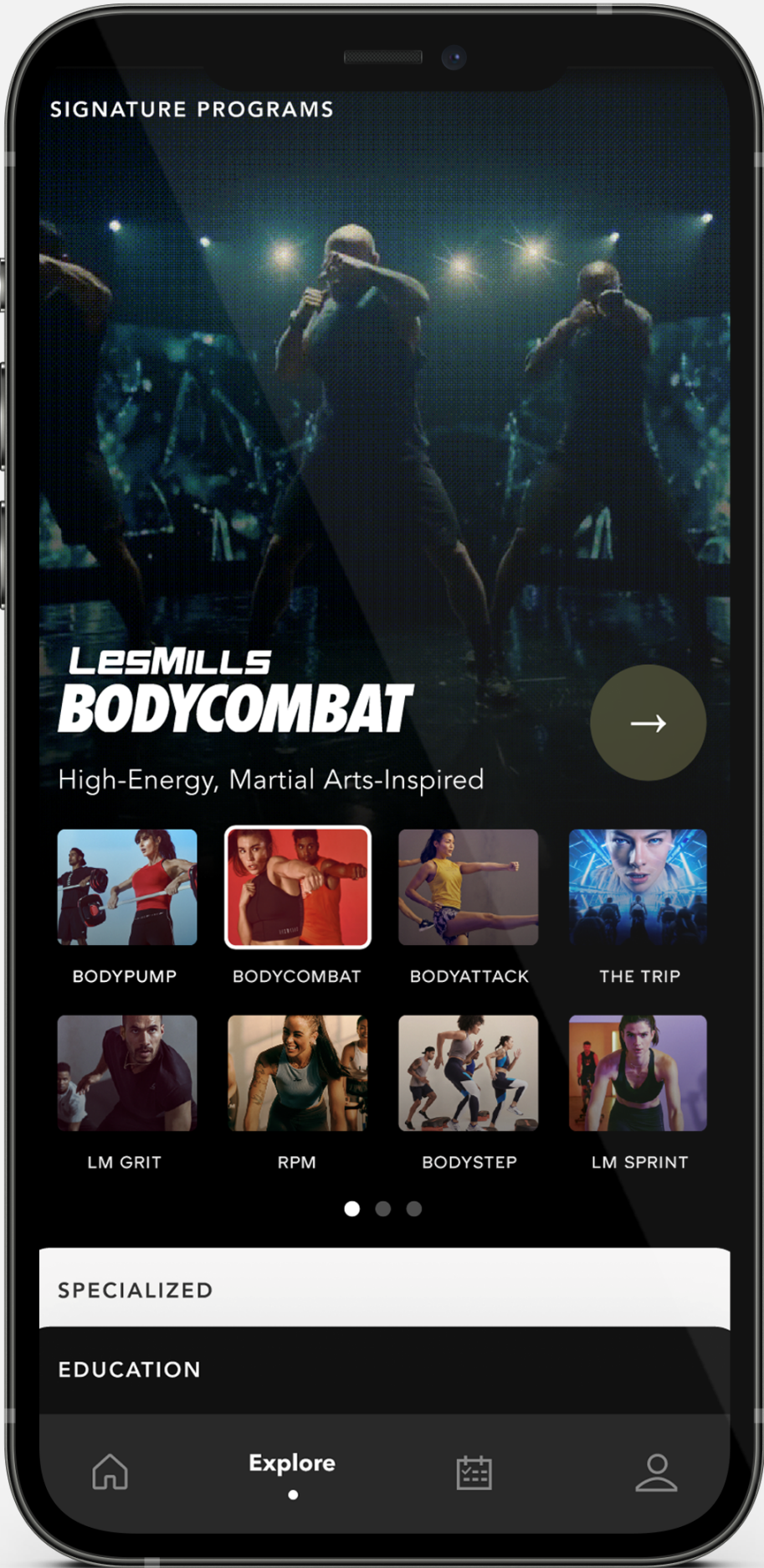
[**DOWNLOAD ASSETS HERE**](#)

*These assets are currently not yet live and confidential for LES MILLS use only



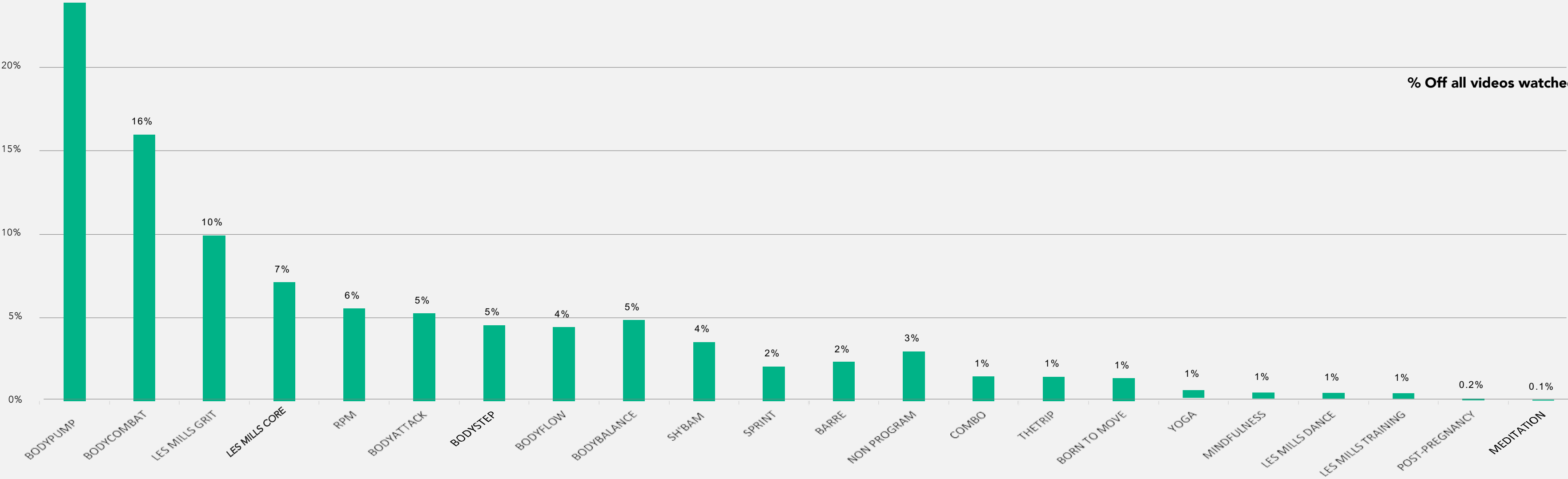
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LES MILLS+ MEMBER'S DATA



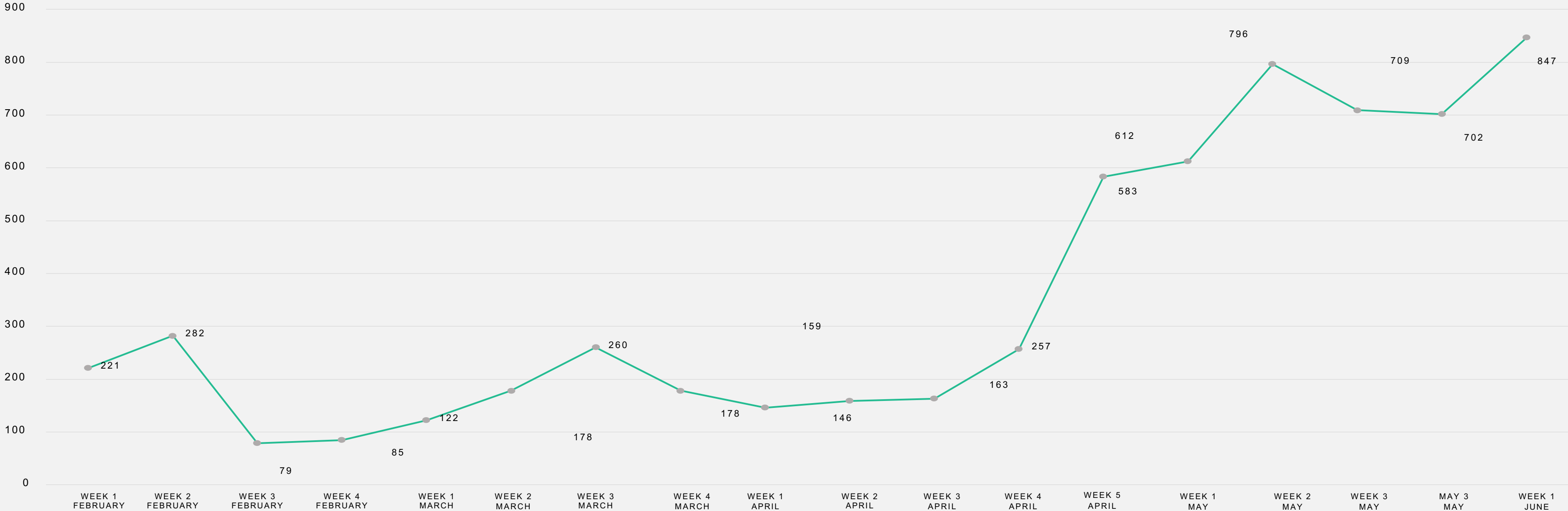
LES MILLS+ USAGE

BODYCOMBAT, BODYPUMP AND LES MILLS GRIT = MOST VIEWED PROGRAMS



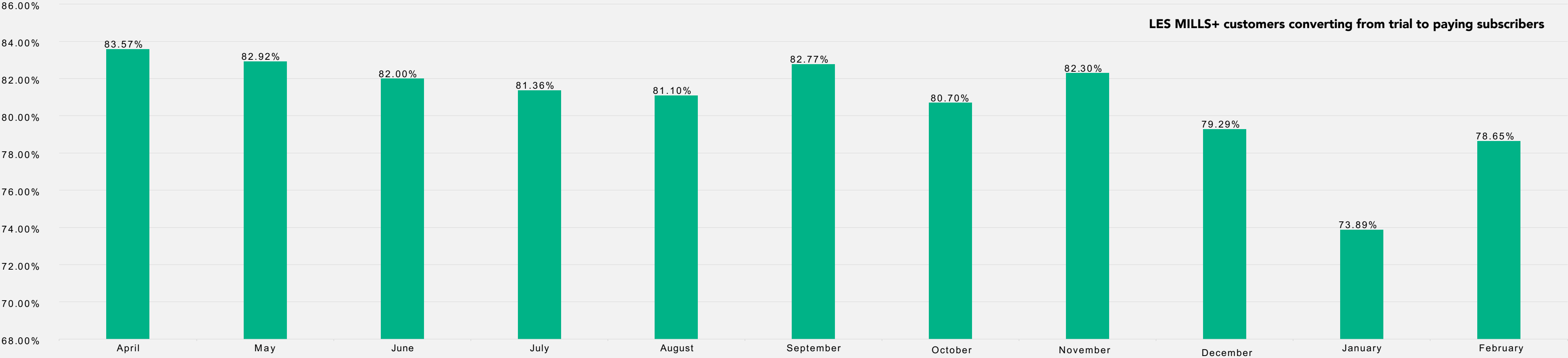
CUSTOMER USAGE

MEMBERS LOOKING FOR LIVE CLASSES IS INCREASING



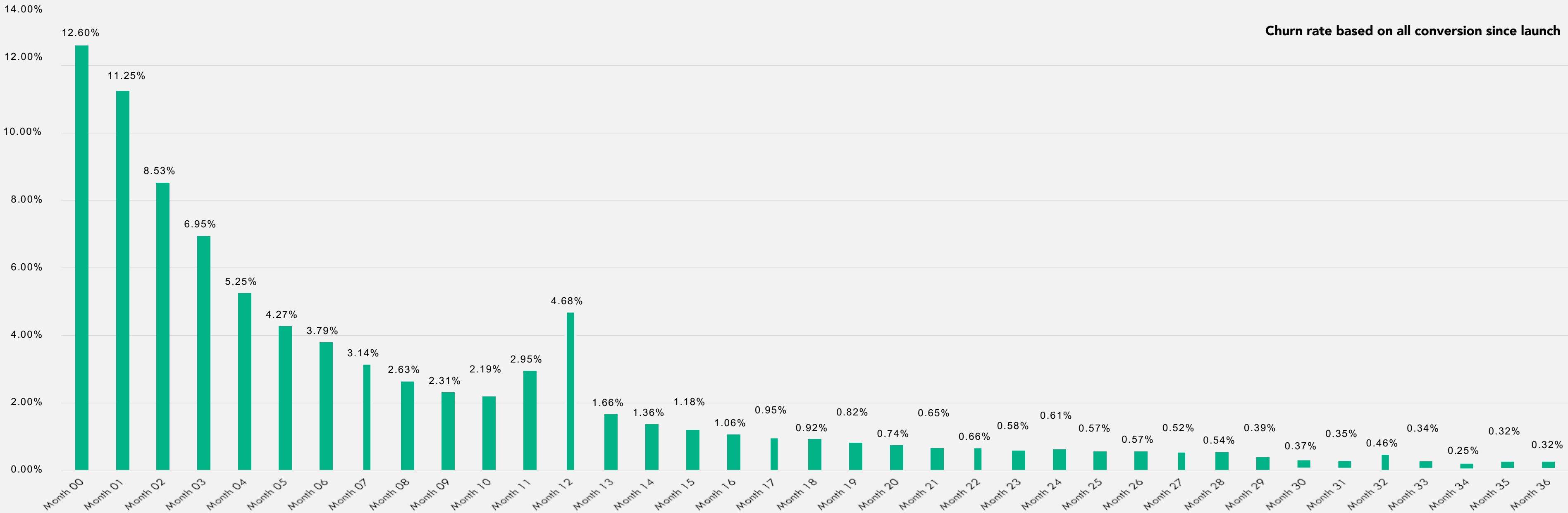
TRIAL TO PAYING CONVERSION

CONSISTENT OVER TIME

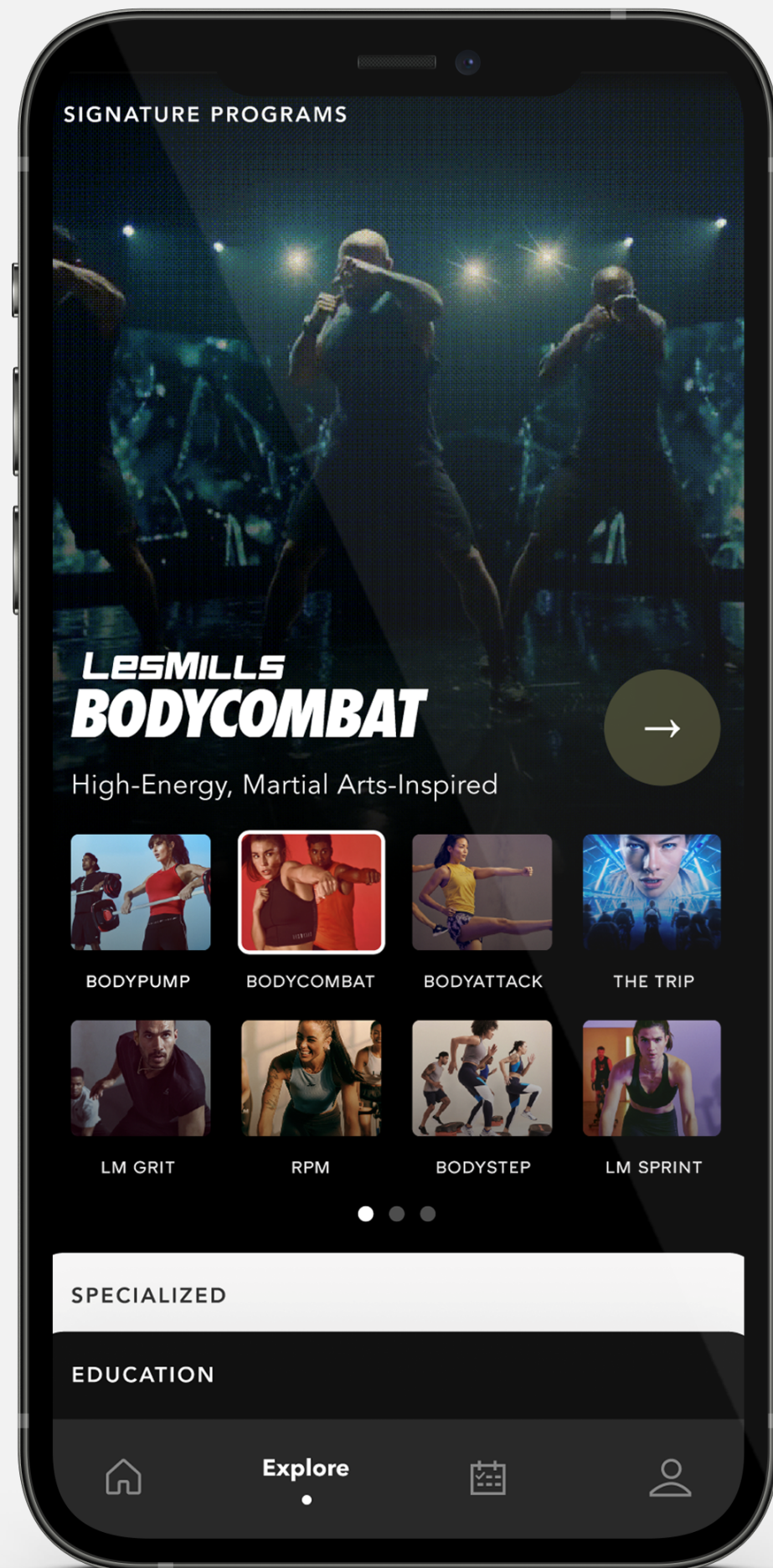


CHURN RATE

DECREASES OVER SUBSCRIPTION LENGTH



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WHY DO MEMBERS CHOOSE TO USE LES MILLS+

- To build confidence before attending a live experience at their local gym or facility.
- Great introduction for beginners and those new to group fitness – familiarize themselves with the LES MILLS library of workouts.
- Learn the moves.
- Access whatever they want, whenever they want.
- Enjoy the same workouts in their club and at home.
- While on vacation they can access their favorite LES MILLS workouts.
- They can share workout experiences with friends and family.

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DO MEMBERS NEED EQUIPMENT AT HOME?

- Many workouts do not require equipment, or equipment is optional:

BODYATTACK®

BODYCOMBAT®

BODYBALANCE®

LES MILLS BARRE®

LES MILLS CORE®

LES MILLS GRIT™ Cardio

SH'BAM®

LES MILLS Dance

- Equipment is recommended for the following workouts:

BODYPUMP®

RPM®

BODYSTEP®

LES MILLS GRIT Strength



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DOES LES MILLS+ WORK OFFLINE?

- Yes! Members can work out anywhere, anytime with offline viewing, and downloads that never expire.
- This is a great option for travellers and those who don't have access to reliable WiFi.



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YOUR MEMBER'S FITNESS JOURNEY IS NO LONGER CONTAINED WITHIN FOUR WALLS

Don't limit your opportunities



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JUMP INTO THE DIGITAL REVOLUTION



LES MILLS
ONDEMAND

LES MILLS+

THANK YOU



LES MILLS+

TRIALISTS SO FAR

X

**DAYS OF THE OFFER
BEING AVAILABLE TO
YOUR MEMBERS**

X

**TRIALISTS
SO FAR**

X

**POTENTIAL IN
MONTHLY COMMISSION**

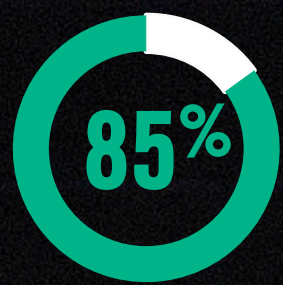


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THE CHALLENGE



Demand for at-home fitness is higher than ever and continues to grow



Pre covid-19, on demand fitness was already part of members exercise routines



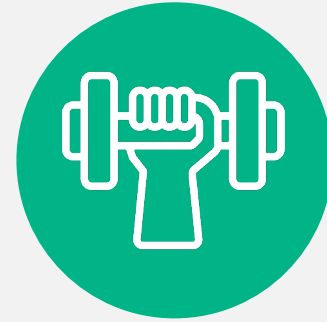
HOW DO YOU STAY
ONE STEP AHEAD AND
ENSURE YOU ARE THE ONE
TO DELIVER IT?

THE OPPORTUNITY

YOUR AT-HOME FITNESS SOLUTION

LES MILLS+

DELIVER YOUR MEMBERS
WORLD-CLASS WORKOUTS



DISCOUNTED OFFER
TO YOUR MEMBERS



IMPROVE RETENTION



EXPAND THE RELATIONSHIP YOU
HAVE WITH YOUR MEMBERS



EARN REVENUE
THROUGH COMMISSION

CLUB
LOGO

+

LES MILLS+



A TRULY INTEGRATED
FULL FITNESS SOLUTION,
BROUGHT TO YOU BY X



NO COST, LOW RISK,
FUSS FREE



DRIVE MEMBERS TO TRY
NEW GX IN YOUR CLUB

CONTINUE YOUR SUCCESS

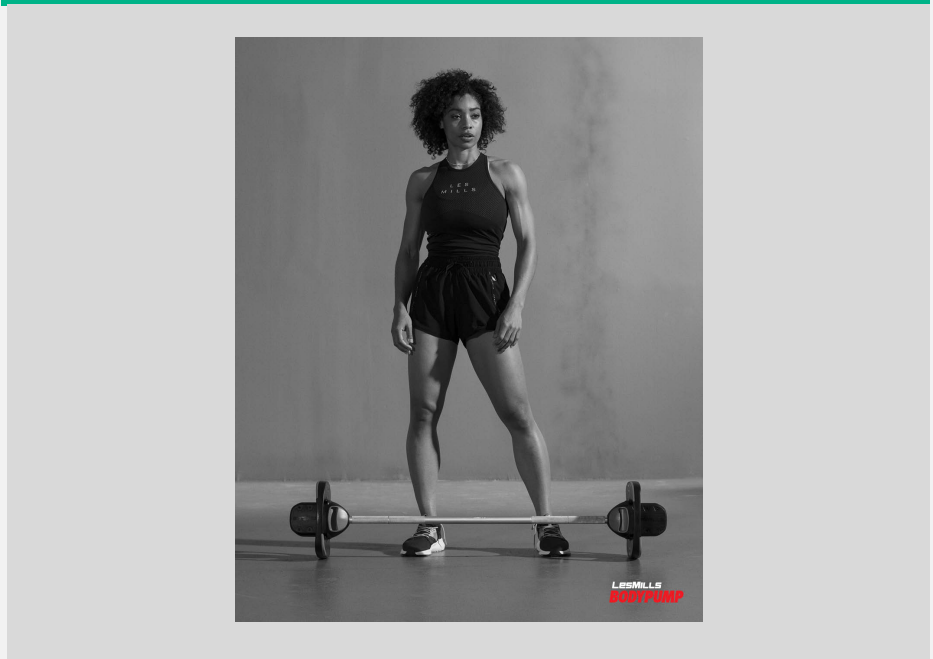
CONTINUE TO DRIVE NEW TRIALISTS TO YOUR AT-HOME ON DEMAND OFFER



OWN THE RELATIONSHIP AND EXCITE YOUR CURRENT TRIALISTS / MEMBERS



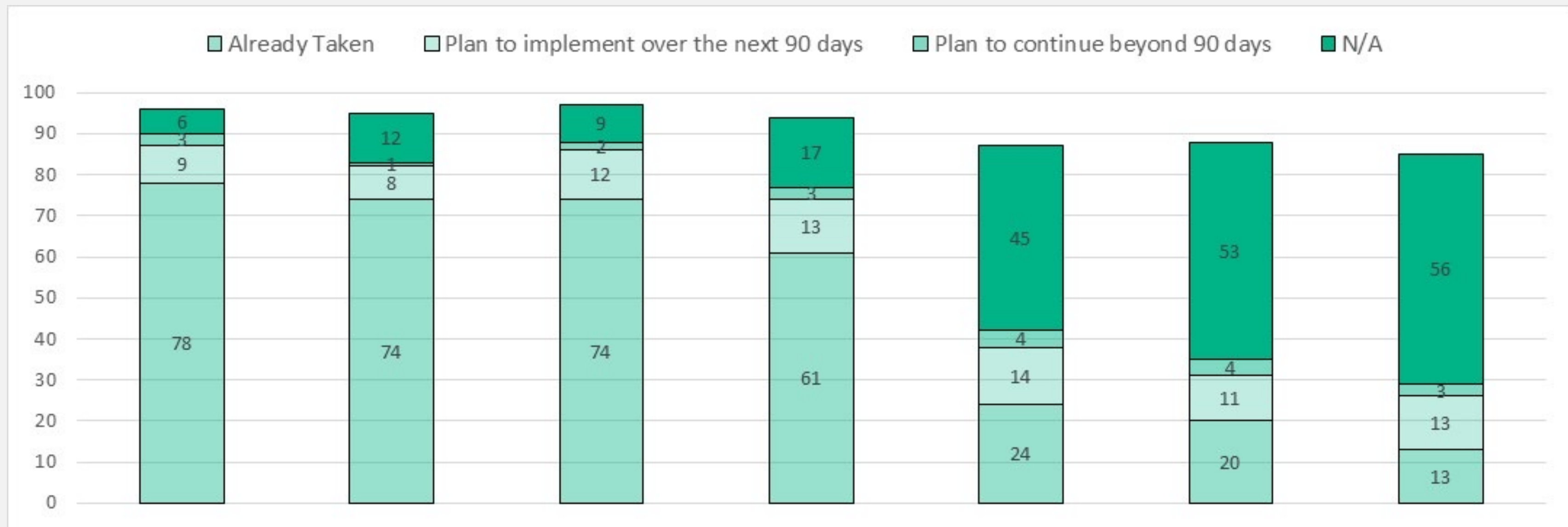
REMIND MEMBERS OF THE IN-CLUB EXPERIENCE YOU OFFER



KEEP AN EYE ON RESULTS AND PAYMENTS TO MAXIMIZE YOUR AFFILIATE PARTNERSHIP

ENGAGE AND SUPPORT MEMBERS

(PERCENT OF TOTAL RESPONSES)



Regularly post tips on staying healthy and active on club blog, social media pages and/or websites.

Offer members complimentary or fee-based access to streaming group fitness content they can watch at home (club app or other platform)

Regularly post workouts (video or written) for members to access on social media pages and websites.

Offer members complimentary or fee-based on-demand and/or streaming fitness coaching content they can use at home (club app or other platform).

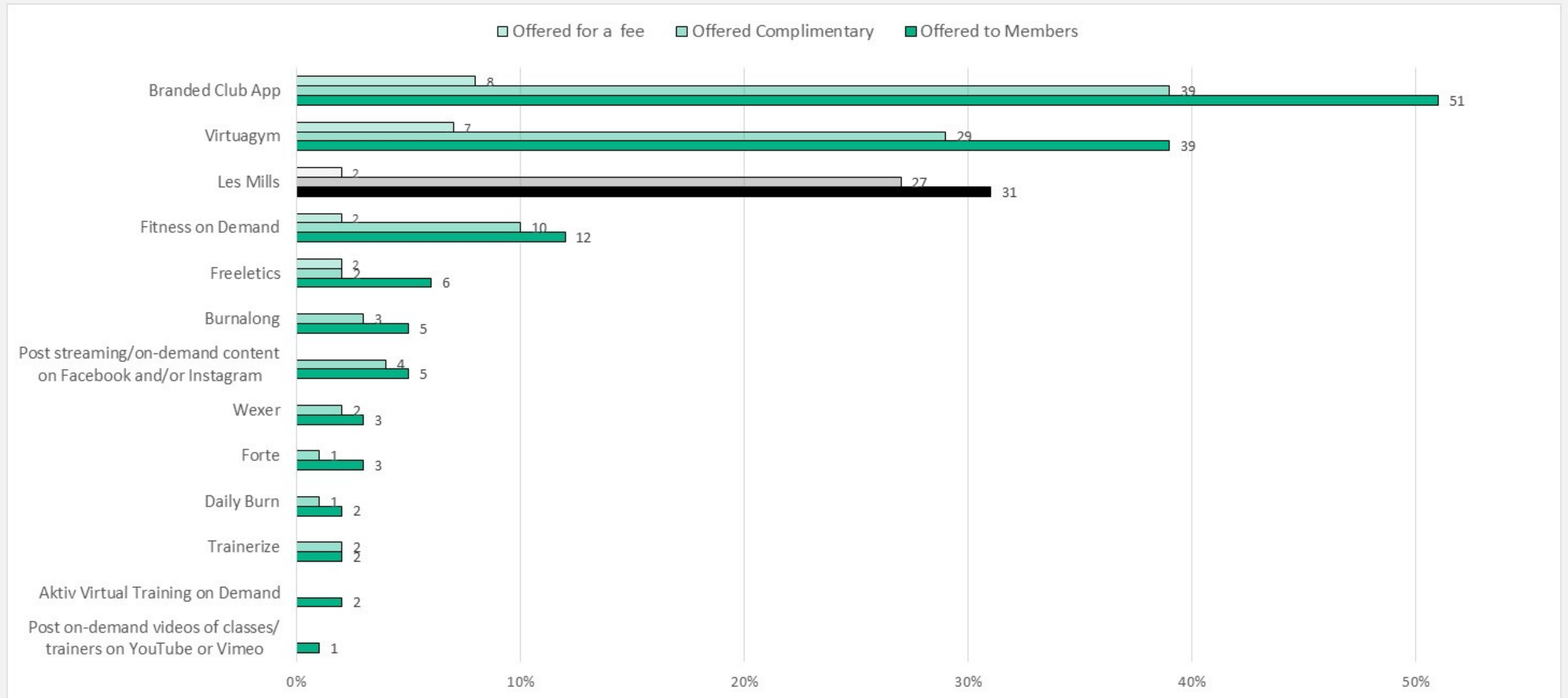
Create a home-fitness accessory bundle for members to use for working out at home (e.g., tubes, bands, mat, dumbbell, etc.).

Offer members an in-club credit toward any club service once the club reopens (massage, personal training, tennis lesson, F&B, etc.) when they freeze membership at a reduced monthly fee or the normal monthly fee.

Partner with equipment vendors to provide special discount offers to members on the purchase of home fitness equipment and accessories.

CHOOSE THE PRODUCT PROVING SUCCESSFUL WITH CLUBS WORLDWILDE

PERCENT OF TOTAL RESPONSES; MULTIPLE RESPONSE QUESTION



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AFFILIATE MODEL

QUALIFICATION CRITERIA THEN INITIAL CONVERSATION WITH CLUB PARTNER

CXM / PARTNER AGREEMENT

SET UP IN SALESFORCE SEND & SIGN AGREEMENT

SET UP PARTNER IN MAGENTO & HAS OFFERS

WELCOME EMAIL SENT TO PARTNER WITHIN 24HR

F/U SET UP CALL TO PARTNER WITHIN 48HRS

CLUB LAUNCHES CAMPAIGN LES MILLS+ MARKETING TOOLKIT

MEMBER CLICKS LINK AND SIGNS UP

LM SENDS MEMBER WELCOME & GETTING STARTED EMAIL

CXM

CXM

OPS TEAM

OPS TEAM

OPS TEAM

OPS TEAM

CLUB

MEMBER

AUTOMATED

Email Template Automatically sent from Salesforce when opportunity closed won

Email Template Automatically sent from Salesforce when opportunity closed won

Email Template – LES MILLS+ Marketing Collection

Activation Email Template

DEVICES AND USES LES MILLS+ (60 DAY TRIAL STARTS) – REVERTS TO 30 MAY 31ST

7 DAY F/U TO CLUB PARTNER ACTIVATION

ONGOING MARKETING AND COMMS FROM CLUB TO MEMBERS TO DRIVE TRIALISTS

30 DAY FOLLOW UP TO CLUB

45 DAY FOLLOW UP TO CLUB

60 DAY F/U TO CLUB

LES MILLS+ ENGAGEMENT AND RETENTION EMAILS DIRECT TO SUBSCRIBERS

MEMBER

OPS TEAM

CLUB

CXM TEAM

CXM TEAM

CXM TEAM

LES MILLS+

LES MILLS+

RESELLER MODEL

DISCUSS
RESELLER
PROPOSITION
WITH SELECT
KEY ACCOUNTS
BY CEO
APPROVAL

CXM /
COMMERCIAL
AND LEGAL
NEGOTIATIONS

SET UP IN
SALESFORCE
SEND & SIGN
AGREEMENT

SET UP
PARTNER IN
MAGENTO

WELCOME
EMAIL SENT
TO PARTNER
WITHIN 24HR

F/U SET UP
CALL TO
PARTNER
WITHIN 48HRS

CLUB
LAUNCHES
CAMPAIGN
LES MILLS+
MARKETING
TOOLKIT

MEMBER
CLICKS LINK
AND SIGNS
UP WITH
TEMPORARY
LINK

LM SENDS CLUB
APPROVAL EMAIL
AND CLUB ADMIN
GOES INTO THEIR
PORTAL TO
APPROVE MEMBER.
THEY ARE THEN
SENT A PERMANENT
LINK TO SIGN UP
AND SET THEIR
PASSWORD

LM SENDS
LES MILLS+
MEMBER
ONBOARDING
EMAIL

CXM

CXM

OPS TEAM

OPS TEAM

OPS TEAM

OPS TEAM

CLUB

MEMBER

CLUB

AUTOMATED

*Online Fitness
Solution
Presentation and
one page leave
behind LINK*

*Email Template
Automatically sent
from Salesforce
when opportunity
closed won*

*Email Template –
LES MILLS+
Marketing
Collection*

MEMBER SETS
UP DEVICES
AND USES
LES MILLS+

7 DAY F/U TO
CLUB PARTNER

ONGOING
MARKETING
AND COMMS
FROM CLUB TO
MEMBERS TO
DRIVE
SUBSCRIBERS

30 DAY
FOLLOW UP
TO CLUB

45 DAY
FOLLOW UP TO
CLUB

60 DAY F/U
TO CLUB

LES MILLS+
ENGAGEMENT
AND RETENTION
EMAILS DIRECT TO
SUBSCRIBERS

MEMBER

OPS TEAM

CLUB

CXM TEAM

CXM TEAM

CXM TEAM

LES MILLS+

LES MILLS+

WE MAKE IT EASIER

